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NCO's in new Public diplomacy

The manner of public diplomacy performing is constantly evolving, new means to create political relations between states and international publics appear. States compete for the minds of international publics in their wish to gain and accumulate soft power. This quest is driven by the assumption of advantages that soft power gives countries that possess it: a freer hand in foreign policy or attracting foreign investment. Russia is competing much in the global arena, and have been developing its tools of new public diplomacy. One of these tools is the use of NGOs directed to create an information environment where Russian policy would have better placed to be realized.